

# Women Business Owners' Roundtable

*You are cordially invited to join us for the Women Business Owners' Roundtable Discussion*

- **WHEN** Wednesday, August 4, 2004
- **TIME** 11:30 a.m. to 1:00 p.m.
- **WHERE** Federal Building, 100 State St., Rochester, NY
- **ROOM** 0340 B Level

*There is no fee associated with this meeting. Brown Bag Lunches Welcome.*

## **Are You Building Enough *Insight* Into Your Web Site?**

***Facilitated by Wendy Brabon, CEO,  
Ignite Worldwide Inc.***

**When you develop your business web site, you need to ask a handful of tough questions.**

- **Does the look and feel reflect you, your business?**
- **What is your web site doing for you?**
- **What control do you have over your web site?**

**Find out how to answer these questions using the ROPE Formula and how it can help you develop a dynamic and more productive Marketing Communications Program for your business.**

***The Rochester Women's Roundtable is a mentoring and support group for women entrepreneurs. We come together to share our expertise and learn from each other.***

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In cooperation with  
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SCORE-CHAPTER 23 and SBDC/SUNY Brockport**

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<b>PHONE – 585-263-6700 FAX – 263-3146 Email – <a href="mailto:victoria.reynolds@sba.gov">victoria.reynolds@sba.gov</a></b>
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***\* A proper photo ID is required and no beverages are allowed to be brought into the building.***